

'Enriched Flavor' Menthol!

Menthol taste satisfaction no longer dependent on high tar.

For years, smokers were forced to accept high tar if they wanted real menthol flavor.

Today there's MERIT Menthol. The cigarette that shattered all previous notions about what's possible—and what isn't—with tar and taste in menthol smoking.

By cracking cigarette smoke down into separate elements, researchers were able to isolate



KINGS and 100's

certain natural flavor-rich ingredients that delivered taste way out of proportion to tar.

These flavor essentials were then packed into the tobacco used to make MERIT Menthol. The result was a low tar menthol cigarette packed with extra flavor.

Only one menthol has 'Enriched Flavor' tobacco. And you can taste it.

MERIT

Menthol



2061192337

Cigars: 8 mg "tar," 0.9 mg nicotine av. per cigarette. FTC Report: Aug. 77
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.